

Message Text

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AMEMBASSY BONN

AMCONSUL FRANKFURT

AMCONSUL STRASBOURG

UNCLAS PARIS 29988

USDOC

E.O. 11652: N/A

TAGS: BEXP FR GW

SUBJECT: TRADE PROMOTION SCHEDULE - MULHOUSE CITY-WIDE
AMERICA WEEKS PROGRAM.

REF: 1) USDOC 18247; 2) VERSCHUUR/HUMBERT TELECON
12/9; 3) PARIS 26585.

1. FURTHER TO REF 2) AND REF)3 EMBASSY WISHES TO EMPHA-
SIZE THE IMPORTANCE AND SCOPE OF THE CITY OF MULHOUSE'S
INVITATION TO THE UNITED STATES TO BE THE SUBJECT OF ITS
SEVENTH JOURNEES D'AMITIE MONDIALE, MAY 21-31, 1975.
OTHER COUNTRIES PREVIOUSLY SO HONORED BY MULHOUSE INCLU-
DE CANADA, INDIA, ITALY, JAPAN AND POLAND. MISSION HAS
ACCEPTED CITY OF MULHOUSE INVITATION AND PROPOSES EXTEN-
SIVE U.S. PARTICIPATION TO INCLUDE THE PATRONAGE OF
AMBASSADOR RUSH, WHO HOPES TO VISIT MULHOUSE DURING THE
EVENT, PROMOTION BY USDA IN THE CITY'S SUPERMARKETS AND
SERIES OF USIS SPONSORED CULTURAL EVENTS. MULHOUSE IN
TURN IS ASSUMING RESPONSIBILITY FOR COORDINATING ALL
ARRANGEMENTS; STIMULATING PARTICIPATION BY SCHOOLS,
CULTURAL CENTERS, SERVICE CLUBS AND THE BUSINESS
COMMUNITY. THE CITY WILL PROVIDE CONCERT HALLS, EXHIBIT
SPACE AND RELATED SERVICES. IT WILL SPONSOR A SALES
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PAGE 02 PARIS 29988 131633Z

CAMPAIGN OF AMERICAN FOODS AND CONSUMER GOODS BY LOCAL

MERCHANTS. RESTAURANTS WILL SERVE AMERICAN REGIONAL SPECIALTIES AND LOCAL THEATERS WILL SCHEDULE AN AMERICAN FILM FESTIVAL.

2. IT IS IN THIS CONTEXT THAT THE EMBASSY URGES COMMERCE TO APPROVE AN OFF-SITE PRESENTATION OF AROUND 14 PARTICIPANTS IN THE RECREATION AND LEISURE GOODS SHOW DURING THE PERIOD MAY 26-28 PRIOR TO JUNE 2 OPENING SUBJECT SHOW AT PTC. EVENT WOULD DRAW NOT ONLY ON MULHOUSE AND BELFORT-MONTBELLIARD POPULATION BASES TOTALLING OVER 400,000 BUT WILL ATTRACT LARGE NUMBER VISITORS FROM BASEL, SWITZERLAND POPULATION 225,000. AS REGARDS BUSINESS JUSTIFICATION FOR EVENT, PARTICULARLY FOR NTM PARTICIPANTS, AMCONSUL STRASBOURG PLANS TO DEVELOP CAMPAIGN WITH AMCONSULS STUTTGART AND ZURICH TO ATTRACT PROSPECTIVE AGENTS AND DISTRIBUTORS TO OFF-SITE EVENT.

3. BASED ON VERSCHUUR/MOORHOUSE CONVERSATIONS, AND GIVEN FACT EXHIBIT SPACE WILL BE PROVIDED AT NO CHARGE, TOTAL BUDGET FOR PROJECT SHOULD NOT EXCEED \$10,000. RECOMMENDED MIX OF 14 PARTICIPANTS, 7 NEW-TO-MARKET AT \$300 AND 7 OLD-TO-MARKET AT \$450 OR 1/2 STANDARD PARTICIPATION FEE WOULD GENERATE \$5,250 FOR AN ADDITIONAL COMMERCE FUNDING REQUIREMENT OF \$4,750. RECOMMEND OIM PRESENT THIS EXPANDED PROMOTION OPPORTUNITY TO RECREATION AND LEISURE GOODS EXHIBITORS ASAP.

4. POST IS IN FULL ACCORD WITH OTHER ASPECTS OF SCHEDULE AS STATED IN PARAS 1 AND 3 OF USDOC 18247.
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